

AMERICAN ROOFER & SIDING CONTRACTOR



These before (left) and after (below) photos show how the appearance of a modern home was improved through an authentic brick veneer facing job. Story on page 6.



Photo of the Month See Page 7

In This Issue:

KERSICA's 1956 Convention Plans
Apprentice Training in Savannah

December, 1955

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- 2. MORE JOBS**



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ASK THE MULE-HIDE SALESMAN

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Nailing It Down

THE experiences of a young man in buying up old run-down houses and fixing them up for re-sale may very well serve as an example for roofing and siding contractors in building their businesses. The magazine, "Town Journal" reported that Bob Ratcliff, age 32, has been converting old buildings for some time, and now owns a \$50,000 hotel in addition to other properties.

One of the features that makes Ratcliff's story so interesting is that he is an ex-GI who started out with practically nothing. His first investment was \$300 for an old house by the railroad tracks. The other feature is that he hires roofing and siding contractors to do the work when a house needs major exterior repairs.

Ratcliff generally likes to work with old houses in run-down neighborhoods. He doesn't like to remodel rambling Victorian structures—too drafty and hard to remodel. If he can get a sound old house at the price that will make it feasible to operate, he will make such a major repair as new roofing and siding.

★ ★ ★

There is no reason why roofing and siding contractors should not be getting their share of this remodelling business in either of two ways. First, find out who is engaging in such home purchasing, remodelling, and improving operations. Then make a working arrangement whereby you can do the roofing and siding improvements. Second, start a modest home improvement and conversion operation of your own. Put in the roofing and siding and whatever other improvements your own crews can do, and sub-contract the rest of the work. You would then be an active contributor to your own "Operation Home Improvement."

Even if you felt that you were going too far afield from your regular sphere of operations, it might be worthwhile to perform one such remodelling job during the next year, simply to tie in with "Operation Home Improvement" and take advantage of some of the national publicity which is being put out about it.

If a roofing and siding contractor puts his siding and his roofing, and whatever other products he may happen to feature, on such a home, he can tell the story in the local press, and most probably at no extra charge to himself. Such a model reconverting job can

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45th Year

Devoted to
★ Roofing
★ Siding
★ Insulating
★ Waterproofing

AMERICAN ROOFER & SIDING CONTRACTOR

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No. 12

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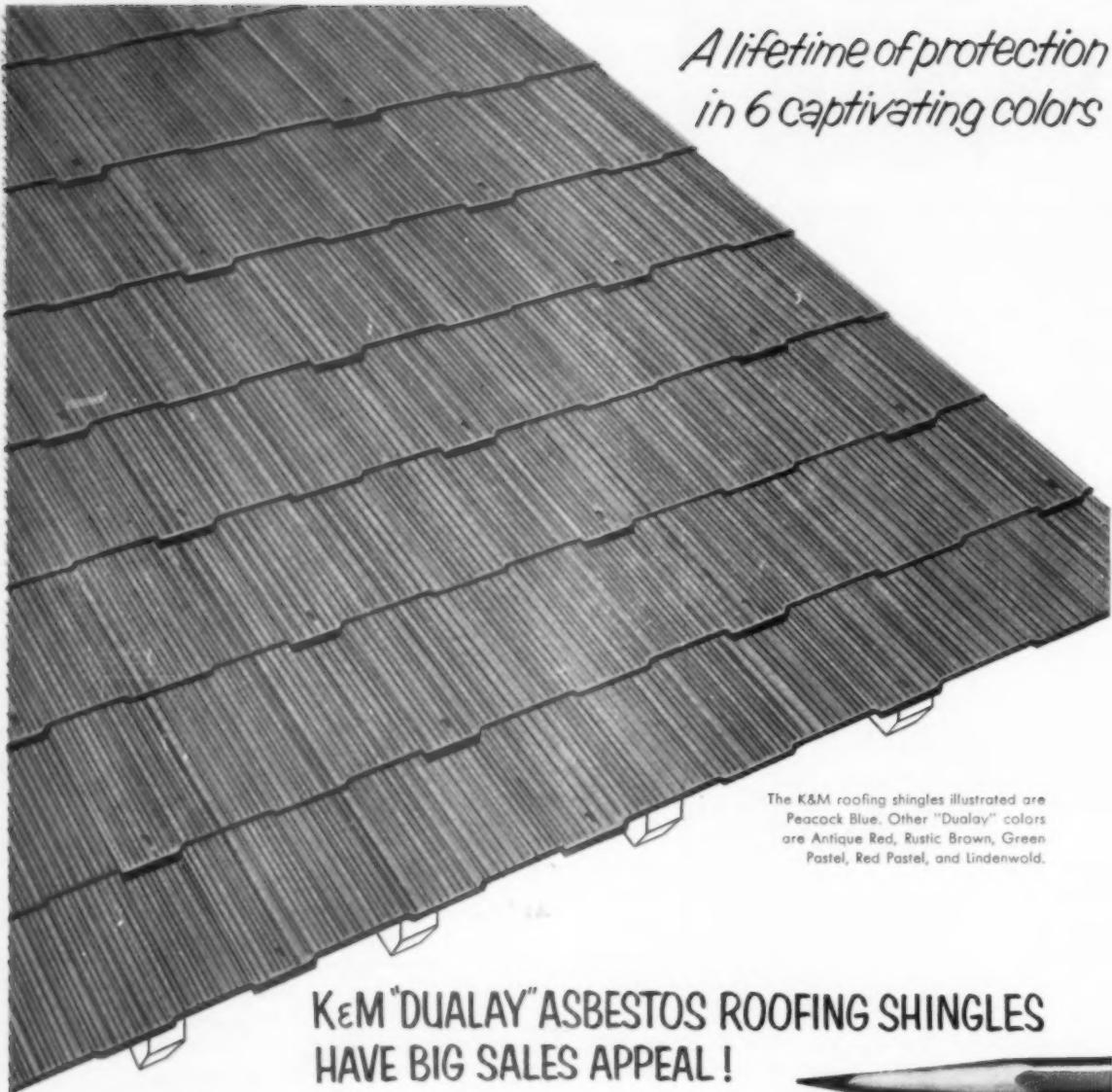


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in 6 captivating colors*

The K&M roofing shingles illustrated are Peacock Blue. Other "Dualay" colors are Antique Red, Rustic Brown, Green Pastel, Red Pastel, and Lindenwold.

K&M "DUALAY" ASBESTOS ROOFING SHINGLES HAVE BIG SALES APPEAL!



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More information available. "Dualay" asbestos-cement roofing shingles are the high-quality, economical shingles your customers are looking for. Ask your K&M distributor for further details, or write directly to us for a descriptive color folder. *Literature on K&M siding shingles is also available.*

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AMERICAN ROOFER & SIDING CONTRACTOR

December

1955

If my manager buys equipment I didn't order must I pay?

*YES, Says Legal Expert
---And Here's Why.*

A BUSY Illinois roofing contractor bought a patent scaffolding that he didn't want or need a few months ago. This roofer, like many, didn't care much for office work so a few years ago when his operation became large enough to have four or five crews working at a time, he hired an office man. This fellow's job was combination dispatcher, employment manager, purchasing agent, chief clerk, salesman, collector, yard man and whatever else the boss didn't have time to do. The owner could supervise jobs, help when the work was tricky and spend his time doing what he knew best: putting on roofs, not pushing paper around on a desk.

A Case in Point

One day last fall when everyone was busy, a persuasive salesman convinced the "manager" that a new system of scaffolding would save a lot of time and money so the manager signed a contract to buy it for eight thousand dollars. The owner, among other things, told his manager he wasn't interested in scaffolding, that he had other plans, the "manager" had no business buying

By **FRANCIS GEORGE**

Attorney-At-Law

eight thousand dollars worth of equipment without getting an O.K. and if he wanted to keep his job, he had better get out of the contract.

Manager Can Buy

The supply salesman took the attitude that it was a signed contract, the order was on its way anyhow, and he couldn't stop it without losing his job.

The equipment was delivered when the contractor was out on a job and when he got back he wouldn't uncrate it and told the supplier to get it out of the yard as he wasn't going to pay for it and it was in the way. The supplier said he couldn't take it back and the argument developed to the point that he wouldn't take it back and the next time the two met was in a court room with the supplier suing for the price of the scaffolding.

The supplier won and the contractor had to pay for the scaffolding, plus the costs of suing.

The judge said that an outsider is

justified in thinking that a manager can buy equipment. If the person who seems to be in charge of the office signs a contract the owner usually has to pay whether he approves of the employee's purchase or not.

The rule of law involved here is that when a man is given an important looking job with a title and some apparent responsibility strangers can safely assume that he really has the authority that he gives the appearance of having.

Control at Stake

Many business men who have been running a one-man business for years find this rule hard to live with. They get to the point where they need someone to tell the office girls what to do, then a credit manager, then a personnel man and a purchasing agent, and so on as the business grows. Often they do not really intend that any of them should be able to bind the business in any important way without their O.K. But if there is a showdown, the boss may find out (unless he is careful) that he doesn't really control his company

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In application of brick veneer wall, mortar can be applied with calking gun, or by trowel. Dovetail mortar joints make mortar self-keying when dry.

Real brick siding applied by nailing method cuts labor costs

AN authentic brick siding which offers the home-owner a brick veneer wall that actually is made of hard-burned clay has just been put on the market. The material is manufactured

**Photos & Data Courtesy
Ludowici—Celadon Co.**

by a long experienced clay tile manufacturer, and contains a number of

special features. The face brick is only about 1" thick and contains flanges which make it self-aligning. At regular intervals in the flange of each brick are nail-holes, making the material

After first course is laid, brick facing is self-aligning with mortar joints as in photo at left. Joints are automatically held to correct $\frac{1}{2}$ " due to flange design. Only two nails are

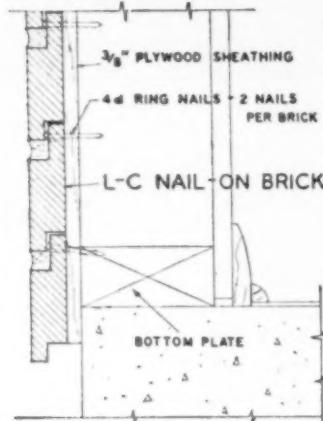
required. Four nail holes are provided to allow for cutting to any length desired. The photo at right shows courses applied in vertical panels to eliminate elaborate wall-length scaffolding.



Panel of brick facing as applied. It is to be mortared later. Note the perfect mortar joints.



This is a cross-sectional view showing how the nailed-on facing is applied to plywood sheathing.



easy to apply with hammer and nails. When mortar is added the appearance is that of a regular brick wall.

Joints are held to $\frac{1}{2}$ ". After the first course has been laid only an occasional check is necessary to lay a true, level course. Mortar doesn't have to be applied until the entire wall is completed. Because of the nailing feature there is very little weather interference with application.

Self-Supporting

Because the brick siding material is self-supporting on its nails, no additional foundation is required for application. For new construction the manufacturer estimates a saving of 25 per cent in foundations alone. The manufacturer estimates a saving of about \$400 on the average home.

Nail Heads Hidden

Nail heads are concealed and protected from weather by flanges and mortar. Mortar can be applied with trowel and hawk, or with calking gun. Bricks form a modified dovetail joint which makes the mortar self-keying, securely locked in place as it hardens.

Bricks may be applied in vertical

blocks, eliminating the need for long scaffolding. Panels of brick applied weigh 9 lbs. per square foot. The brick material can be applied to any nailable surface with 4D nails. Plywood $\frac{3}{8}$ " thick provides ample support.

The face bricks are produced in two sizes: $11\frac{1}{2}$ " by $2\frac{1}{2}$ " Roman, and $8\frac{1}{4}$ " by $2\frac{1}{4}$ " Standard. Colors range from deep, red-brown to creamy light brown. A wide range of colors is available on special order.

Mortar may be applied with calking gun or by trowel. The mortar joints have a modified dovetail to lock mortar in place as it dries.

PHOTO OF THE MONTH

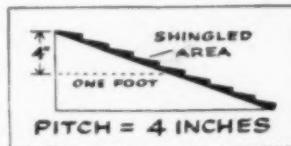
Our before-and-after photos on this month's cover show the transformation that was made in a home only a few years old when the new hard-burned clay brick siding now being produced by Ludowici-Celadon Company, was applied over the old siding around the entire house.

The house, which once was a combination of several types of siding and consisted of an original section to which additions had been made, now presents the appearance of a completely unified whole. The brick veneer, complete with mortar applied, makes the home indistinguishable from any solid brick house anywhere in the world. What's more, the material, called Nailon Face Brick, actually is authentic brick facing, indistinguishable after application from regular brick.

MANY TYPES OF ASPHALT ROOFING CAN BE USED ON LOW SLOPES

A key task of the roofing contractor is selecting the appropriate material and application method for the type of roof to be covered.

In recent years, one of the most important considerations has been the roof pitch. Many of the low-pitch or low-slope roofs that are so popular nowadays require special shingle application.



What is pitch?

Look at the roof from a side view and think of a shingled slope as the hypotenuse of a right triangle. The pitch is the height of the roof in inches per horizontal foot.

Roofing experts say that any type of asphalt shingle can be used on a

roof with a pitch of 4 or more inches. Below 4 inches, but not less than 2 inches, square-butt asphalt strip shingles may be used, but with special application.

Shingles in Color

An important advantage in using asphalt shingles is that color is made available to the low-slope roof. The shingles come in a wide variety of colors, light to dark.

This is the shingle application procedure for a roof pitch between 2 and 4 inches:

- Under the shingles lay two layers of "15-pound" felt.
- Cement two layers of felt together from the eaves to a point 24 inches inside the inside wall line of the building.
- All shingle tabs should be cemented down with a spot of quick-setting asphalt cement.

KANSAS CITY CONTRACTOR DOES SIDEWALK WATERPROOFING

Waterproofing and surfacing of sidewalks is a type of activity in which many roofing and siding contractors are now finding a profitable sideline. The pictures here show one such job which was done recently in Kansas City, Missouri.

The materials were furnished by the Plant Maintenance Co., Inc. of 650 Green Road, Cleveland, O. The actual work in this case was done by the Fiate Cement Company, 1242 Minnesota Ave., Kansas City, although it is work which roofing and siding contractors are fully qualified to perform.

How the job was done is shown in the accompanying pictures. After blocking off the sidewalk from pedestrians, mechanics applied a bond coat of asphaltic cement with heavy brooms. Then a jute membrane fabric* was rolled on. The sidewalk was again



primed with the emulsified asphaltic cement.

Finish coat on the sidewalk was a cement-mastic-sand-water mixture. The



These photos illustrate waterproofing and surfacing of Kansas City, Mo., sidewalks. At left, bond coat of asphaltic cement is applied. Workers at right are rolling on a jute membrane fabric. This activity is becoming an increasingly profitable sideline for roofing and siding contractors.

ratio was one part cement, one part mastic, two parts sand, and water added until workable.

* Impervitex, Chase Bag Co.

PHILADELPHIA CONTRACTORS VIEW APPLICATION OF MEMBRANE FABRIC

Members of the Roofing, Metal & Heating Engineers, Inc. of Philadel-

phia, gathered at the Philadelphia Rifle Club recently to witness a demonstra-



Shown with the materials used in the demonstration are, left to right: John B. Bowman, Vice President, Coopers Creek Chemical Corp., Bill Connelly of Coopers Creek, C. W. Chappell, Vice President of the Philadelphia group, and Otto H. Kauffmann, President of the Association.



Shown left to right, demonstrating application of mastic to the roof section over jute membrane fabric is Clarence W. Chappell, vice president of the Association (wielding brush), Joseph Stainer, John F. Powell, (Coopers Creek) and William Wismann, a Director.

tion of the application of liquid mastic over jute membrane fabric.

The demonstration, viewed by about fifty members of the Association, was followed by a motion picture on sports, and a drawing for prizes. The meeting concluded with the serving of refreshments.

Present at the meeting was John B. Bowman, vice president, Coopers Creek Chemical Corp., William A. Connelly, and John F. Powell, also of Coopers Creek Chemical Corp. Mr. Connelly hosted the demonstration. The jute membrane fabric used in the demonstration was sent by the Impervitex division of the Chase Bag Company.

Eaves Flashing Job Guards Roof Deck When Gutters Jam

If you are about to do reroofing, be sure to sell an eaves flashing strip.

Flashing is the best insurance against leakage at the eaves, one of the most likely trouble spots of a roof. Trouble there is more likely to occur in winter than any other season. The gutters jam up with ice. Then a thaw arrives, melting snow on the roof. This run-off, unable to enter the ice-jammed gutters,

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NERSICA'S 1956 conclave set for holiday week-end, first time for national show

HOLDING a major national convention and exposition over the three days of a Holiday Week-end will be only one of several firsts for NERSICA in its 1956 Show. The event occurs over the Lincoln's Birthday Week-end, February 11th, 12th and 13th, Saturday, Sunday and Monday at Convention Hall, Atlantic City, N. J. Sunday and Monday are legal holidays. The week-end date is to insure contractors that they can come to the convention without fear of losing a single day of work.

Hours are 9:00 A.M. to 6:30 P.M. daily.

Last year's Sunday opening in Chicago was so successful that the entire event was planned around the Holiday this year.

Insurance Policies

Life insurance of \$1,000 and medical insurance of \$250 will be issued to every person who attends providing they have sent in advance registration for either the Jack Lacy Sales Clinic or the Built-Up Roofing Forum. NER-

SICA pays for the coverage. The policy will cover the seven day period from Thursday, February 9th through Wednesday, February 15th. C. N. Nichols of NERSICA reported that this too is a first for the organization.

In addition to the Built-Up Roofing Forum, whose features were discussed in AMERICAN ROOFER & SIDING CONTRACTOR last month, the major special feature of the three-day convention will be the Jack Lacy Sales Training Clinic. Lacy's last appearance was at the 1947 NERSICA Convention, when he attracted record crowds.

Sales Clinic

The Sales Clinic will be conducted between the hours of 2:00 and 4:30 P.M. throughout the three days of the show. Charge for the Clinic is \$15 for a single registration and \$7.50 for each additional registration.

The Lacy Clinic covers such major features as: "Secrets of Star Salesmen," "Presentation Power," "Personality," "Organization," "Selling Tech-

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Facing the boardwalk and beautiful beach at Atlantic City are the famed Ritz-Carlton and Ambassador Hotels which have been selected as the convention headquarters for delegates and visitors to NERSICA's convention. The event is scheduled for February 11-13, 1956.



This is Convention Hall, Atlantic City, N. J., which will be headquarters for NERSICA's 1956 Convention and Exposition.

Nichols Requests Congress Investigate Glass Shortage

An immediate Senate investigation of the shortage of glass for combination storm - windows - and - doors and jalousies which "threatens the industry with extinction" has been demanded by C. N. Nichols, Managing Director of Nersica.

Acting on behalf of the 500 manufacturers and 25,000 contractors who employ more than 255,000 workers, and whose annual business volume had been running at the rate of \$250 million, Mr. Nichols, in a letter to Senator John J. Sparkman, Chairman of the Senate Select Committee on Small Business, appealed to him to "find out why glass cannot be found among its manufacturers to prevent the hardship which, in my opinion, is not necessary or justified.

"The end-use manufacturers and contractors," he wrote, "have just weathered an aluminum shortage. Fortunately, through the intervention of your committee, the stockpile allotment was adjusted to alleviate the crisis. Now they face extinction because they cannot get glass with which to finish assembly of complete products.

"Whether your committee wishes to make a private or a full-dress public (Continued on Page 25)

Savannah's apprentice training earns nation-wide attention

THE industry's problem of supplying a continuous stream of roofing and sheet metal mechanics can only be met by providing competent training instruction, preferably in the vocational schools.

The outstanding work carried on by roofing executives at Savannah, Ga. in setting up a roofing apprenticeship training program has earned for them national attention. This effort has accomplished much good. It has provided an example which may well be followed by other industry leaders throughout the country as a constructive attempt to solve the perennial personnel shortage headache.

In Savannah, the roofing men pitch in to take an active part in screening the school's applicants, laying out the course of instruction, disciplining students, supplying classroom materials and finally assuring them of employment at a wage scale concomitant with their training and experience. It's a

By ALBERT S. KESHEN

joint program worked out by national, state and local authorities who pay instruction fees, with the classwork conducted at the Chatham County Vocational School.

Committee Runs Program

There are three representatives of management and three of labor on the advisory committee which works hand-in-hand with the school authorities to assure that the program will be well carried out. In the management group are Aaron Newman of Newman Brothers Roofing and Sheet Metal Works, Michael McCarthy of Kenny Roofing Co. and John Pickard of Savannah Blower Co. Representing labor are: J. O. Ransom, secretary and business agent for the Roofers Union; Max Stevens and Thomas Brizidine,

the last two being workers. Consultant is Joe Hawkins, representative of the Bureau of Apprenticeship of the U. S. Department of Labor.

These two groups make up the joint apprenticeship committee which screens applicants, and if necessary gives them an aptitude test through the State Employment Service. The boys must be between 18 and 28 and have a high school education or the equivalent. They are then registered with the state's bureau of apprenticeship and follow a course of training according to the standards of the committee's apprenticeship agreement, signing a contract which involves joint responsibility.

The course is not less than four years (approximately 8,000 hours) of reasonably continuous employment, supplemented by 576 hours of related classroom instruction. Study courses are drawn up by the joint apprenticeship committee and are based on the needs of the local area. They take in com-



C. E. Lancaster, won second prize in the 1955 national apprenticeship contest. At left he is presented certificate. L. to R.: Aaron Newman of Newman Brothers, Lancaster's employer; John Lytjen, school director, Joe Hawkins of U. S. Apprenticeship Bureau; J. O. Ransom, instructor; M. J. Stephens and J. B. Pickard, joint committee members.



Apprentices in sheet metal work are shown in class at Savannah, Ga. In rear of room are members of the Joint Apprenticeship Committee. The course takes about four years. Apprentices have to achieve high standards of study and working efficiency. When graduated, they are of top-notch caliber.

plicated work processes.

While he is learning, the apprentice is paid on a graduated scale until he earns the journeyman's wage for roofers of \$1.75 per hour and for sheet metal workers of \$2.25 per hour.

During this training the student is given progressive tests and at the end of the course must pass a comprehensive examination. In the interim, he is in frequent contact with members of the committee who handle the discipline problem firmly and have the power to "wash out" a candidate if this rigid treatment is called for.

High Standards

For the related classroom instruction, a ratio of apprentices to journeymen has been worked out of one apprentice being allowed to each shop with not more than one apprentice to each four journeymen or fraction thereof. Upon completion of the course, the trainee is given a certificate and accepted as a full-fledged competent mechanic.

Average starting enrollment is about 25 for the roofers, and 30 for sheet metal workers. Although there are some drop-outs before the four-year term is ended, nevertheless the rate of completion is comparatively high due to the rigid preliminary screening be-

fore the boys are enrolled. Because of their intensive training they have a high rate of efficiency and prove diligent workers, even surpassing some of the old-timers.

An evidence of this excellence was shown when the winners of the 1955 national apprenticeship contest, conducted by the Sheet Metal Workers'

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San Antonio Sales Mgrs. Push Selling Plans On Siding



Plans for merchandising a new material designed to give San Antonio and surrounding Texas communities a "new look" on their homes, were discussed by sales managers of the home remodeling division of Olmos Building Materials Company at a recent luncheon.

Among those present at the meeting were W. W. Todd, Richard Sealy, Robert Stone, B. K. Baker, G. T. Ayers, and Fred Warnstedt, all field managers for Olmos remodeling division. Also on hand to convey the best features demanded by homeowners were Jack Brookover, assistant credit manager of Richard Gill Company, which finances home improvement loans, J. W. Patterson, general manager of Olmos Building Material remodeling division, P. R. O'Neill, assistant general manager and Norman S. Gilbert, general sales manager for Brixite Manufacturing Company.



4 ways to check whether siding jobs are done right

This worker is installing shake shingle insulating siding over insulating board sheathing. For hints as to whether he's doing a good job, roofing and siding contractors should read the article at right.

Million Post-War Houses Due for Remodeling in '56

A milestone in the country's record home-building boom will be celebrated in 1956.

The first batch of post-war houses—a whole million of them, according to government figures—will become 10 years old.

Unlike the first 10 years of marriage, reputed to be the hardest, the first 10 years of living in a new house should be the easiest. Most new homes have a moratorium on major repairs and improvements.

The house built shortly after World War II is likely to be dated today in a number of things. The average 1946 model was small and compact. It was built on the assumption that people no longer spent much time at home. But along came television and other inducements, and most people didn't want to go out. A recent survey conducted by the U. S. Federal Reserve System revealed that the most common dissatisfaction among homeowners today is lack of space. The 10-year-old house is due for expansion—a room in the

attic, a playroom in the basement, or a new wing.

Color styling is another change. The modern house is colorful. Ten years ago there was not much color variation in building materials. The average homeowner had to be satisfied, for example, with roof colors in darker hues. Today, asphalt shingles come in a whole gamut of different colors, light to dark. Roofing, in terms of most other improvements, is not expensive.

Climate control has become part of the modern home. Its components are economical, efficient heating and air-conditioning apparatus plus improved insulation with mineral wool. Economical heating and air conditioning demands at least four inches of mineral wool in the ceiling and three inches in the wall. Resulting winter heat savings may range up to 40 percent.

Roofing and siding contractors will do well to use these points when canvassing their prospects and looking for remodeling jobs.

Buffalo BBB Reports Roof Rackets

The Buffalo (N. Y.) Better Business Bureau recently pointed to indications that widespread racketeering in the home siding and roofing field, which plagued this area from 1946 to 1952, have not been halted completely.

"There is some indication from calls to our office that there still are some

salesmen who use a form of model home approach to sell siding jobs and other home improvements," Harold W. Webber, secretary and general manager, said.

The "salesmen" in such cases give the impression that work is being done

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Few people enjoy playing cards or working with someone looking over their shoulder, especially if the person doing the looking is likely to be critical of the performance being given.

But sometimes a little intelligent kibitzing pays off, especially when your money is paying a workman's salary. The secret is in learning how to kibitz without the workman knowing it.

Let's take an example. Suppose you're having a home modernized with insulating siding in the brick, stone or shake shingle pattern, or perhaps you're building a new home and they have specified the new shake shingle insulating siding for the outside walls. How can you tell whether the application job is done right? Here are a few things to watch:

1. — Methods of Handling Materials — A good workman respects the materials he uses. If the siding bundles are stored in stacks not more than five bundles high, and then covered neatly with building felt, the workman respects materials and knows how to store them.

2. — Sizing up the Job — The way he starts the job is another tip-off to his care and efficiency. Application of panels should start at the lowest corner of the building. A chalk line should be run all the way around the building and it should be absolutely level. You don't have to be a detective to see whether this is true.

3. — Nailing — Each panel of siding should have a minimum of 10 nails, $1\frac{3}{4}$ inches long on modernization work, $1\frac{1}{4}$ inches long on new construction. Nailing should be done in the course lines and spread evenly over the panel.

4. — Finishing Touches — Insulating siding is primarily a weather-proofing and insulating material. It does its job better if moisture and cold air don't get in around windows and doors and at corners and chimney openings. All these points should be carefully caulked and corners should be finished with metal trim or with corners made from the same material as

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Cold canvassing gets him jobs; diversified lines get him profits

"COLD canvassing is still the backbone of our business and it keeps us busy doing roofing jobs and related work all year round," explains Henry Zibley, owner of Glenside Roofing & Siding Co., Glenside, Pa. "We are interested in doing work on a volume basis and the only way that it can be had is by going out and getting it. And it's there to be had."

Glenside is going more aggressively after residential jobs. They are looking into the future when they anticipate a decline in development work and feel that residential work will be the mainstay of their business. At the present time, they are doing some commercial and development work.

"Cold canvassing is almost a forgotten sales tactic where roofing, siding and insulation is concerned," explains Mr. Ripley. "As a rule, roofers wait to be called in by a customer to do a job or bide their time between new roofing jobs by being satisfied with repair work. We know that the work is there to be had—all that is necessary is to go out after it. And as a result, we are keeping a full crew of 20 roofers busy all the time."

Glenside Roofing has 14 canvassers who cover territories selected by salesmen whom they work under. A force of eight salesmen are kept busy, making

By ROSS MILLER

contacts, closing sales and following up prospects. Salesmen's time is considered too valuable to be spent canvassing, which is the reason for the canvassers.

Canvassers Assist

Each salesman has either one or two canvassers working under him. As a rule, they work as an individual unit. The salesmen select the territories that they feel have the prospective customers, and the canvassers make the initial door-to-door contact. Each canvasser is equipped with literature, sample materials and related items that will arouse customer interest.

Canvassers return to the office at the close of each day and turn in their contact information to the salesman. Immediate follow-up is handled by the specific salesmen and this keeps them fruitfully busy.

"One of our most successful canvassers is a woman," emphasizes Mr. Zibley. "She is readily permitted into the homes of prospects and has a knack for creating home modernization interest. Another canvasser we have has been responsible for better than \$5,000



After selling customers on roofing and siding jobs, Glenside tries to interest prospects in other things like combination windows.

worth of business each week for the past two years. He puts in a full day's work, is energetic and has made up his mind to stick to this business. Canvassers are paid on a commission basis which they get as soon as the customer signs for the necessary work. They don't have to wait until the bill is paid. In some cases, we have a draw against commission, but find that straight commission is the most suitable way for them."

Before a prospect is contacted, a quick view of the home itself shows the need for new siding, shingles and possibly roofing. The prospect is shown the need for these items for permanent protection and also beautification. Home owners have not been contacted on this type of work and almost everyone has given thought to it at one time or another. As soon as the prospect

(Continued on Page 28)



In this store at Glenside, Pa., the Glenside Roofing & Siding Co., and its affiliate, Eastern Aluminum Co., do a volume business based on cold canvassing of prospects. Storm windows and doors, and combination windows are among other building jobs handled.

Surveys show 6 to 7:30 P. M. are best hours to make a phone pitch

If you have not yet set up a sell-by-phone program as part of your promotion you are overlooking an effective volume-building aid. But care in timing your calls is important and surveys indicate that the most productive hours of all are between 6 and 7:30 in the evening.

Should you fear that telephoning at this time may pull prospects from their dinner tables or interrupt their reading of the evening papers, forget all about it. For, while these conditions may apply in some instances, the results you enjoy will prove that the late-in-the-day period puts you in touch with the man of the house. In this way you by-pass the resistance frequently encountered during the day when wives are reluctant to agree to evening sales calls or to okay work without first consulting their husbands.

Small Area Test

Before establishing a telephone selling plan to cover an entire trading area, it is desirable to thoroughly work a relatively small test territory that is characteristic of the entire section you serve. The names of one or two hundred homeowners will serve in the pilot program to determine the best sales approach and also develop quick convincing suggestions to employ in getting prospects to agree to see a representative.

As the first step in such a plan it is, of course, necessary to get the names, addresses and telephone numbers of the intended customers. If this information is not available in the office, it can be secured by referring to the reverse directory issued by the telephone company in most sections of the country. This book shows telephones listed according to location rather than alphabetically as is the case in conventional

By CHARLES P. FITZ-PATRICK

directories. Type the names on sheets of paper $4\frac{1}{4}$ " by 11", which is half the size of your letterhead, and leave several spaces between each name to write in comments, specify time for sales appointments, or jot down reminders regarding follow-up telephone calls. The list will follow this pattern:

1402 Windsor Drive
Smith, John R.
EVergreen 6-8903

1404 Windsor Drive
Albertson, William F.
EVergreen 6-5462

To give the campaign every opportunity to pay off in sales, it is wise to first plant in the minds of homeowners an awareness of your name and your association with the roofing and siding industry. This may be done inexpensively through a letter mailed a day or two in advance of the planned telephone calls. With the letter should be enclosed copies of manufacturers' literature in the form of thin folders that will not cause the mailing to be bulky and "look like an advertisement." The letter should introduce the prospects to the literature without any attempt at the "hard sell." Phrasing such as in the following will help

(Continued on Page 21)

Covering The World



THE FIAT AUTOMOBILE COMPANY OF TURINO
ITALY HAS A TEST ROAD ON THE ROOF OF ITS
FACTORY.—THE ROOF IS MADE OF REINFORCED
CONCRETE.



U. S. Gypsum Appoints 4 To Key Sales Posts

United States Gypsum Company announced recently the appointment of four men to key posts in its sales force.

J. S. Offutt, industrial division merchandise manager, reported the appointments of Harold W. Davis as merchandise manager of industrial gypsum, lime and paper products, and of C. M. Lambe as industrial roofs merchandising manager. Both men will make their headquarters in Chicago.



V. R. BELDEN

George V. Lane has been appointed western regional dealer sales manager, it was announced by R. D. Stephan, vice president in charge of dealer sales. Lane's jurisdiction will cover 11 far western states. His headquarters will be in Los Angeles.

Meanwhile, general merchandise manager A. J. Watt announced the appointment of V. R. Belden as merchandise manager of dealer sales. His jurisdiction includes the United States and Canada. He succeeds Lane.

Bird & Son Plant in Chicago Hailed for Safety Record

For an outstanding safety record, the Chicago plant of Bird & Son Incorporated won special honors recently from its compensation insurance carrier.

In a ceremony held at the office of the roofing products manufacturer, P. C. Johnson, Bird's western manager, accepted an engraved plaque from Joseph Scott, Chicago safety engineer for Employers Mutuals of Wausau, Wisconsin. The award symbolizes a record of one year of continuous operations with a perfect safety record. This record began on September 12, 1954, and is still continuing.

In making the presentation, Scott paid special tribute to W. T. Wiggins, plant engineer; A. Bohnenberger, plant maintenance superintendent; and to Ray Gusiek, general foreman, for the prominent part they have played in the plant's safety activities. Scott also cited the enthusiastic efforts of the

safety committee and the effective manner in which accident prevention is publicized among all plant employees.

Chase Bag Announces 3 Managerial Appointments

New managerial appointments in the Chase Bag Company were announced recently by R. N. Conners, Executive Vice President.

B. G. Deazley, formerly with the firm's Philadelphia branch, has assumed the position of Manager of the Reidsville, N. C. plant. Mr. Deazley joined Chase Bag Company in Buffalo in 1945. He takes over management of the Reidsville branch from J. A. White, Jr., Sales Manager for Chase Bag in the Richmond territory, who has served for some time as Acting Manager of the plant in addition to his other duties.

A. Chad Ogden, with Chase since 1940, has been named Sales Manager of the firm's branch in Kansas City. He formerly served in the Dallas territory, where he has been Sales Manager for several years.

Mr. Conners also stated that G. E. Snode, Assistant Manager of the Chase Bag manufacturing plant in Goshen, Indiana, succeeded the late J. Dana Cramer as Manager on October 12.

Metal Ventilator Institute Starts Promotion Drive

A nation-wide program of consumer education and publicity was launched last month by the newly-formed Metal Ventilator Institute. One of the major purposes of the campaign is to promote the use of proper ventilation by informing the public of the amount of ventilation required in remodeling and new construction.

Each ventilator manufactured in the future by an Institute member will bear a certification as to its net free ventilating area. The Institute will also disseminate information on ventilation to the building industry. The Institute recently opened permanent offices at 111 West Washington St., Chicago. Officers are: Lester L. Smith, Home Comfort Mfg. Co., President; D. R. Belden, Louver Mfg. & Supply Co., Vice President; and C. H. Leslie, Leslie Welding Co., Secretary and Treasurer.

Smith Named Head of Reardon Mastic Materials

The Reardon Company, St. Louis, manufacturers of building construction, maintenance and repair products, has appointed Norman H. Smith to be manager of the company's newly-created Mastic Materials

Division, according to an announcement from David H. Moran, Reardon president.

Smith will be responsible for further diversification of Reardon products with the addition of a full line of caulk and putties embodying several improvements over existing materials, Moran said.

Britton Named Sales Mgr. Of American Hoist Co.

American Hoist & Derrick Company recently announced the appointment of G. O. Britton as manager of distributor sales.



G. O. BRITTON

President John E. Carroll said that Britton will be responsible for sales of the company's line of crawler and truck mounted cranes, excavators, hoists and derricks.

Celotex Purchases Interest in Cepco, Inc.

The Celotex Corporation has purchased a substantial interest in Cepco, Inc., it was announced jointly by O. S. Mansell, Celotex President, and W. C. Nanny, Cepco President.

Cepco is the designer and fabricator of translucent ceiling panels, which Celotex introduced into its line last year under the registered trade marks of Acousti-Lux and Lumical.

Federal Building Products Appoints Ryan V.P.

Federal Building Products Corp. has appointed Patrick H. Ryan as Vice President and General Manager, it was announced by President William H. Lewis.

Mr. Ryan formerly served with Certain-Teed Products Corp., Smith Asbestos Products, Inc. as vice president, and various other building products concerns. He succeeded Charles C. Davis in the Federal post. The company is a wholly-owned subsidiary of Korhummel Steel & Aluminum Corp. of Wisconsin.



Equipment—Booklets—Practice—Materials

Knives for Roofers

A new "two-in-one" Roofing and Linoleum Knife with low-cost interchangeable and replaceable blades has been introduced by R. Murphy Co.



Replaceable Blade Knife No. 500 may be used with a standard or long point blade, good for many resharpenings, which can be removed in a couple of seconds merely by loosening a thumb nut. Both blades are made of highest carbon Temperite steel. New catalog sheets, describing the new "two-in-one" knife as well as the company's complete line of roofing knives are available.

(Check #56 on coupon on Page 20)

1/4" thick. All panels are in standard size 14" x 96" ready for nailing.
(Check #58 on coupon on Page 20)

Air Pressure Caulking

An air pressure caulking gun that applies caulking compounds in half the time normally required with hand-operated guns, has been placed on the market by Calbar Paint & Varnish Co.



Called the Calbar #55 Air Pressure Caulking Gun, it is of all-metal construction and highly polished with a rustproof finish. To load it, the triple lead screw and cap turns off in two turns and the gun mouth is placed in a can of bulk caulk. Pulling out the loading rod causes rapid action suction filling. Other features are a retractable loading rod, gentle trigger pressure and instant stop-flow action by releasing the trigger.

(Check #59 on coupon on Page 20)

Asbestos Sheets

Keasbey & Mattison Company has brought out a new line of "Century" and Ribbed Fluted asbestos-cement sheets, which are suitable for both interior and exterior applications.

Both the fluted and ribbed sheets retain the resistance powers of the plain Century sheets to fire, vermin, rot and general weather conditions. The flutes are 1 1/2 inches wide. Across the width of the ribbed sheets, there is a design of three ribs to the inch.

Both styles are made in one standard size, eight feet long by about four feet wide. Printed instructions for handling, cutting and fastening the sheets are available free of charge.

(Check #57 on coupon on Page 20)

New Shingle Panels

A shingle panel that cuts sidewall erection in half by combining sheathing and shingles in one panel, has been introduced by Kraus Shingle Panel Corp.

The company pointed out that twice the amount of wall area could be closed in during the same time it takes to do separate sheathing and shingling. Two types of panels—both constructed of double courses, edge grain No. 1 red cedar shingles—are available. Type "M" panels have as a core a heavy insulating sheathing. Type "T" panels have a solid gypsum rock fireproof core

To make it easier for our readers to get additional information about new products and literature described in the "What's New" Department, American Roofer & Siding Contractor, has adopted a new coding method.

Beneath each item, the reader will find a code number and a reference to the coupon on Page 20. By checking the appropriate numbers in the coupon, he will receive the information free and direct. This procedure will be followed every month from now on.

The coupon also contains numbers keyed to our "Free Catalogs & Literature" section, published on Page 20. These are keyed to advertisers' products, and may be checked off similarly.

Roofing Aggregate

A new white roofing aggregate, known as Crystalite, has just been introduced by the Black White Limestone Company.



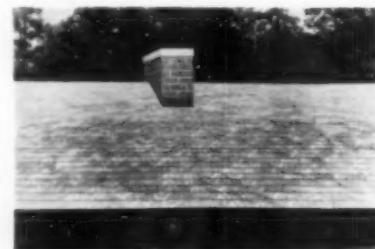
The new product makes possible an attractive white built-up roof with high reflective properties. Buildings are said to maintain temperatures 8 to 10 degrees lower. Air conditioning systems require lower initial investment and cost less to operate.

Crystalite has been tested for several years on homes, schools and commercial buildings in central Illinois. It is a dustfree, hard non-porous marble limestone, sized to meet bonded specifications. It is available in 100 lb. paper bags or in bulk in cars or trucks.

(Check #60 on coupon on Page 20)

Low-Pitch Shingle

Ranch Roof, a new shingle developed by Bird and Son, Inc., is designed particularly for roof pitches three inches or less. It combines the overall durability and protection of built-up roofs with the beauty and economy of asphalt shingles.



Among the new shingle's features are: Attractive shingle exposure, double coverage over the entire roof, deep shadowlines running uninterruptedly over the broad sweep of the modern low-slope roof, a variety of colors and blends, and wind resistance.

(Check #61 on card facing Page 20)

Steel Rule Tape Holster

Bauer-Lee & Company has just introduced a Tape-Hold Holster for carrying steel rule

(Continued on next page)

tapes. Eliminating the necessity for carrying the rule in a pocket, the holster clips onto a belt.



The holster is made of cowhide riveted for strength. It is precision made so that the rule can't slip or fall out. It is available in two sizes for eight-foot (one-half inch wide) tapes and for 10-foot (three-quarter inch wide) tapes.

(Check #62 on coupon on Page 20)

Staple Tacker & Remover

A two-in-one tool of wide utility which drives staples and removes them, has been introduced by A. L. Hansen Mfg. Co.



This tool consists of a one-hand tacker and the staple remover which is integral with the front jaw or the tacking unit. Beveled on top and flat on the bottom, the staple remover slides easily under the staples to take them out. According to the manufacturer, the remover does not interfere with operation of the tacker.

(Check #63 on coupon on Page 20)

New Literature

A number of new booklets and brochures have been published recently by companies. They should be of interest to roofing and siding contractors.

Detailed application instructions for putting on a new cold-applied built-up roof are contained in a catalog just issued by *Formula Asphalt Products*. This illustrated catalog also includes application instructions and recommendations on materials for taking care of almost any type of roof or damp-proofing problem.

(Check #64 on coupon on Page 20)

Glas-Col Apparatus Company has published a bulletin (#202), devoted to its latest model portable electric melting pot. The bulletin describes the newly-developed thermostatic control and gives detailed information on construction of the melting pot.

(Check #65 on coupon on Page 20)

A six-page illustrated brochure showing buildings that have been roofed with its tiles has been published by *Comaco Manufacturing Co.* This brochure also contains details on installation of tile roofs, information and specifications on the types of tile.

(Check #66 on coupon on Page 20)

One of the most beautiful new booklets to reach the Editor's desk lately was "Blueprint for Tomorrow", published by *United States Gypsum Company*. Illustrated profusely by charts and photographs, this booklet shows what has been done to increase Gypsum's capacity since the end of World War II, and what the company's plans are for the future.

(Check #67 on card facing Page 20)

New Aluminum Shingle

A new aluminum shingle in a dozen different baked enamel colors has been brought out by LoomRoof Corporation of America.



These shingles are made of lightweight aluminum and have double overlapping edges to insure a weather-tight seal. The manufacturer claims that the shingle cannot rot, rust, tear, burn, swell or wear out. It is also termite-proof. It is also claimed that this type of roofing will bounce the summer heat off and keep the home warmer in winter.

(Check #68 on coupon on Page 20)

Double Roof Ventilator

A double roof ventilator has just been announced by Leigh Building Products Division, Air Control Products, Inc. Designated the No. 410, the new unit features a free area of 75 square inches.



Designed for jobs that require extra large ventilating areas, this new ventilator features two venturi openings, side by side in the base of the unit. They are specially engineered to assure high volume air movement. The ventilator claims all aluminum construction. Its one piece base prevents

leaks, and a special weather baffle eliminates leakage from driving rain and blowing snow. An 8 mesh screen keeps birds and insects out.

(Check #69 on coupon on Page 20)

New Insulating Material

Designed to furnish greater summer comfort for home owners, a new Fiberglas Foil-Enclosed Residential Building Insulation has been developed by Owens-Corning Fiberglas Corporation with the cooperative assistance of the Aluminum Company of America.



The new insulation combines the stable year-round insulating efficiency of Fiberglas with the added summer reflective characteristics of aluminum foil. It is produced by Owens-Corning in both roll and batt blankets in width of 15, 19 and 23 inches and thickness of two and three inches.

(Check #70 on coupon on Page 20)

Rethreading Handles

A new answer to the old problem of what to do with push broom handles on which the threads have been damaged or broken is offered by the Plas-Ties Company, manufacturers of the Taylor Hand Lathe.



This new hand tool for re-threading broom handles is constructed from durable die-cast metal and has sharp, long lasting cutting edges of tool steel. Broken broom handles may be re-threaded in less than 3 minutes, the manufacturer claims.

Advantages for users include reducing the need for carrying extra handles in stock, re-use of handles that would otherwise be thrown away because of broken or damaged threads, and time saved on the job by maintenance personnel to whom a broken or loose handle means a work stoppage.

(Check #71 on coupon on Page 20)

WHAT'S NEW

Equipment—Booklets—Practice—Materials

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American Roofer & Siding Contractor

January through December, 1955

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Translucent Panels Are An Ideal Market for Contractors	January	19	From Coast to Coast Applicators Strike It Rich	October	21
Quality Roofer Sees Future in More Slate and Tile Work	February	12	Low Cost Moisture Barrier: Copper Armored Building Paper	October	32
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How to Get a Siding Prospect	May	16	Town's Best Shingle Jobs Go to Roofer Who Broke with Tradition	June	20
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How to Estimate Accurately for Insulating Siding Jobs	June	18	Roofer Who Showed Owner Folly of Making Minor Repairs Wins Job	September	17
Pre-Cast Stone: A Quality Siding Applied by New Methods	August	14	Price Rat-Race Avoided by Firm With Faith in Good Workmanship	September	21
How Color Styling Shingles and Siding Modernizes Homes	August	19	Hailstorm in Montana	November	10
"Better Insulation Expected Under New FHA Specs"	September	20	Cold Canvassing Gets Him Jobs; Diversified Lines Get Him Profits	December	13

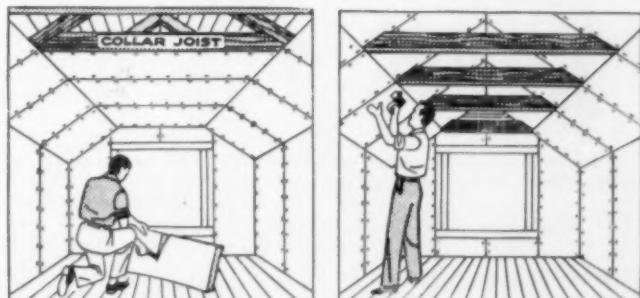
SUBJECT	MONTH	PAGE	SUBJECT	MONTH	PAGE	
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This Could Be the Year!	January	27	Mechanized Equipment Features NERSICA B-U Roofing Forum	February	13	
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Eastern Wholesalers Hold 3rd Annual Roofing Show	March	22	Evaluating the Major Types of Equipment	May	13	
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250 California Contractors Tackle Tough Problems at Convention	May	18	Good Feltlayer Maintenance Safeguards	July	18	
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100 Contractors See Action Show of New Roof Coating	June	15	Handling Pitch Is Tough: How to Make It Easier	November	14	
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NRCA Head Tells Ga. Contractors: Modernize Methods	August	16	WATERPROOFING, DAMPROOFING, INSULATION			
"Better Insulation Expected Under New FHA Specs"	August	30	Liquid Coating Material Weatherproofs Slate Roofs	January	16	
City Heat Reached 100-Jersey Roofers Picnicked	September	20	Fire-Cutted House Saved by Mineral Wool Insulation	April	29	
B-U Forum to Study Roof Decks	September	23	Low Cost Moisture Barrier: Copper Armored Building Paper	October	32	
ISA Calls on Contractors for Action to Halt Slums	November	13	MISCELLANEOUS			
NERSICA's 1956 Convention to Occur on Holiday Weekend	November	19	\$2,500,000 Roofing Plant Opened in South	February	11	
14 Million Post-War Homes Due for Remodeling in '56	December	9	Chemical Bird Proofing Adds Volume to Rooper's Business	March	24	
City Heat Reached 100-Jersey Roofers Picnicked	December	12	Birds Repelled, President Pens Thanks to Manufacturer	June	15	
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Correct Method for Installing Mineral Wool Insulation in Attic

There is a right and wrong way to install mineral wool insulation in finishing off an attic room.

The right way, as shown in the picture to the left, allows ventilation space between the ceiling insulation and the roof peak. This prevents condensation in winter and eases the heat load in summer. Staples every six inches along the rafters and the collar joists firmly anchor the mineral wool batts or blankets in place and prevent heat loss.

The wrong way, as shown in the picture to the right, is to lay the insula-



The right (L.) and wrong (R.) ways of putting in mineral wool insulation in the attic room are shown above. The correct method allows for air space between the ceiling insulation and the roof peak. This wards off condensation in the winter and makes the house cooler in the summer. The wrong method of installing the mineral wool is to put it along the rafters completely up to the roof peak.

tion along the rafters all the way to the roof peak.

For greatest benefit, insulation must

be properly installed. Batts and blankets come in a variety of lengths and widths, making good application easier.

I would like literature or information
on the following:

1	<input type="checkbox"/>	11	<input type="checkbox"/>	21	<input type="checkbox"/>	31	<input type="checkbox"/>	41	<input type="checkbox"/>	51	<input type="checkbox"/>	61	<input type="checkbox"/>
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4	<input type="checkbox"/>	14	<input type="checkbox"/>	24	<input type="checkbox"/>	34	<input type="checkbox"/>	44	<input type="checkbox"/>	54	<input type="checkbox"/>	64	<input type="checkbox"/>
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6	<input type="checkbox"/>	16	<input type="checkbox"/>	26	<input type="checkbox"/>	36	<input type="checkbox"/>	46	<input type="checkbox"/>	56	<input type="checkbox"/>	66	<input type="checkbox"/>
7	<input type="checkbox"/>	17	<input type="checkbox"/>	27	<input type="checkbox"/>	37	<input type="checkbox"/>	47	<input type="checkbox"/>	57	<input type="checkbox"/>	67	<input type="checkbox"/>
8	<input type="checkbox"/>	18	<input type="checkbox"/>	28	<input type="checkbox"/>	38	<input type="checkbox"/>	48	<input type="checkbox"/>	58	<input type="checkbox"/>	68	<input type="checkbox"/>
9	<input type="checkbox"/>	19	<input type="checkbox"/>	29	<input type="checkbox"/>	39	<input type="checkbox"/>	49	<input type="checkbox"/>	59	<input type="checkbox"/>	69	<input type="checkbox"/>
10	<input type="checkbox"/>	20	<input type="checkbox"/>	30	<input type="checkbox"/>	40	<input type="checkbox"/>	50	<input type="checkbox"/>	60	<input type="checkbox"/>	70	<input type="checkbox"/>

"What's New"
(New Products)
(See Contents Page)

Name Position

Firm

Address

SIX SMART COLORS—peacock blue, antique red, rustic brown, green pastel, red pastel and lindenwold—now available in shingles and siding to clinch the sale. For free color folder check #1.

INSULATING SIDING and shingles are made by this company for every conceivable type of house. The firm has an excellent reputation for quality products at reasonable prices. For FREE information, check #2.

"FINEST EVER PRODUCED." claims the manufacturer in talking about his new felt layer. Its chief features are greater capacity, lighter weight, and instant finger-tip control of flow. Descriptive literature available FREE. Check #3.

DON'T LEAVE ANYTHING TO CHANCE! Get exactly what you need in roof drainage by checking with a special catalog and price list. Check #4.



WHOLESALE PRICES available to roofers on snow guards for slate, tile and metal roofs. American and French asbestos shingles. Check #5.

FOR FREE SAMPLE of Roofers' Mop, check #6. Company says that this mop offers longer life and greater economy. Examine it, test it and find out for yourself.

ROOFING BRACKETS? Get free catalog by checking #7.

CANVAS GRAVEL CHUTES reinforced with nylon webbing, heavy snaps and rings are now on the market. Check #8 for details.

No Matter What The Product . . .

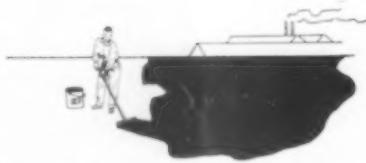
You NEED Up-To-Date Information

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do it NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

KNIVES of various types needed by roofers are made by this company. Let them tell you how they can help solve your cutting problems. Check #9.

TRIED AND TESTED liquid waterproofing gives excellent results in roof maintenance. Full information available. Check #10.

LOUVERS for ventilation are important. Increase your sales by including louvers in painting, siding and roofing estimates. Free circular is yours for the asking. Check #11.



32-PAGE illustrated "Know-How" Manual telling how to rid roofs of unsanitary and ugly bird filth and spatter, is available FREE of charge. Check #12.

CATALOG available on utility knife for insulating siding jobs, aluminum mop handles and adjustable pipe snow guards. Check #13.

COMPLETE SUPPLIES for roofing and waterproofing operations are sold by this company. Their lines include caulking compounds, paints, cements, insulation, roof coatings, felts, asphalt and pitch. For price schedule check #14.

FREE ILLUSTRATED folder tells you how to increase your profits by lifting materials in a modern and efficient way. Elevators which can lift 12 to 15 tons of gravel an hour, are the thing. Check #15.

CATALOG is available on weather-tight and rustproof metal corners for wood shingle shakes. Learn how these corners can save you time and money by checking #16.

CAULKING COLOR CHART is available from a leading manufacturer. Makes caulking compound in great variety of non-fading colors—even aluminum. Check #17.

COLOR BOOKS, line folders and samples are offered by this manufacturer of shingles, asbestos siding, cement siding, roll roofing and siding, asphalt coatings and emulsions, cold-process built-up materials, wool insulation and waterproofing materials. No charge; just check #18.

LONG LASTING roofers' mops made by this company. Check #19 for prices.

ONE-MAN OPERATION of hoists is possible with this mechanism which rests on ladders. Gives safe and efficient performance. Check #20.

FOR STEADY, clean and easy cutting of roofing materials, these knives may help you. Send for free catalog. Check #21.



PUT PUNCH into your advertising by including cartoons. Free information is yours by checking #22.

SHEATHING LINER for use under siding repels water, stops wind penetration, and allows moisture to escape. Doesn't stain siding either. **FREE** samples and information yours for the asking. Check #23.

LOWER ROOF TEMPERATURES are assured by this aluminum-asphalt coating. Thus, the roof gets better protection and a longer lease on life. **FREE CATALOG** is yours by checking #24.

Phone Campaign

(Continued from Page 14)

accomplish these objectives:

Mr. John R. Smith
1402 Windsor Drive
Yourtown

Dear Mr. Smith:

Building authorities agree that the roof and side walls of attractive homes such as yours require regular professional maintenance if dollar-robbing depreciation is to be prevented.

That's why you will be interested in the inclosed informative literature. From our years of experience we know material like this offers facts you will find valuable in broadening your knowledge of practical home maintenance.

Yours very truly,

This letter should be mailed first-class, individually signed and sent to arrive either Monday or Tuesday but not on the 30th, 31st, 1st or 2nd of the month since these are the dates that bills and statements are received by property owners. Then, within two days the telephone calls should be put through — at the "golden hours."

A Telephone Pitch

Contractors who have developed sales talks that have proved effective may wish to continue using the approach that has already paid off in results. But those who have not can use the suggested telephone conversation given below in starting on their telephone selling drive. It should be remembered that it is merely a suggestion and revisions may be made if the contractor finds other phrases come easier to him. After calling a homeowner's number the sales talk may sound like this:

Contractor: "Good evening Mr. Smith. This is Fred Williams of the Pyramid Roofing and Siding Company. I've called to learn if you received my letter and the folders I mailed to you.

Prospect: Yes, I did.

Contractor: Have you had an opportunity to go over this interesting material?

Prospect: I've read some of it. Not all.

Contractor: Well, I'd suggest you hold on to those folders and read them carefully the first chance you get. They're really worthwhile. But, by the way, how long has your present roof been on your property?

Prospect: Gee, I don't know. Guess it's been ten years or more. I'm not sure.

Contractor: It is easy to forget those things, but without any cost to you I'll be willing to check your roof and tell you honestly exactly what condition it is in. This is a valuable opportunity for a homeowner like you because an unexpected leak can quickly ruin wall and ceiling paper that may have cost you thirty five to fifty



and best wishes for a good 1956

from your friends at

Karnak

Marty Jelin Lou Kern Ben Hazelton

Duke Wellington Bill Stewart

Bob Power Ernie Hutson Bob Brooks

Lewis Asphalt Engineering Corp. 30 Church Street, New York 7, N.Y.

GOOD ROOFING TOPPERS



"Hey Marthy call that ROOFING COMPANY to come fix our roof—I've been drinking too much rain water!"

DOUBLE YOUR INCOME

From your Newspaper Advertising by using our cartoons to get more reader interest. More people read cartoon ads than any other style. These cartoons will **SAVE** your advertising dollars and help you to make more sales.

New series of "GOOD ROOFING TOPPERS" now ready. Mats of the cartoons come in either ONE or TWO column sizes to fit any size ad from 3 inches on up. Tie-in Copy Ideas are supplied FREE.

The cost is very low, based on city population. Sold on **MONEY BACK GUARANTEE** of satisfaction. Exclusive city Franchises going fast. Write today for FREE proofs of cartoons and full information to:

LIL-AD FEATURES

BOX 167, Long Beach, Calif.

NAME _____

ADDRESS _____

dollars.

Prospect: Oh, I think the roof's OK.

Contractor: It doesn't pay to take a chance, Mr. Smith. Especially when it costs you nothing to be sure. When we check a roof or go over the siding we tell you in writing what, if anything, should be done. And, incidentally, if you are not at home when we call, we would be happy to have you inspect the roof with us. You see, Mr. Smith, we are established in this business and your good will is something we want to win and hold. Would it be satisfactory to you if we stopped by this Thursday? We'll not disturb anything and we will be no longer than absolutely necessary. How about it? Thursday OK?

Prospect: Yes, but I'm not obligating myself.

Contractor: You certainly are not, Mr. Smith. We are the ones obligated to give you a truthful and expert report. Then, we'll be there on Thursday. Thank you very much, Mr. Smith.

Give Prompt Report

It is important that the free inspections of roofing or siding be made as promptly as possible and the report given the homeowner, in person, that day or the next at the latest. Maintaining momentum is vital in the follow up, and prevents the entire subject from growing cold because the homeowner who agrees to have his roof or side

walls checked probably has not had the exterior of his home gone over for some time or he believes he is about due for such work.

Letter Follow-up

An inspection that shows a roof to be good for continued service may be reported to the homeowner by mail accompanied by a short note reading:

Dear Mr. Smith:

It is a pleasure to report that our inspection of your roof indicated that you may expect additional months of weather protection.

Within six or nine months we believe it would be desirable to recheck the roofing. We have made a record to call you about that time.

We thank you for your cooperation.

Yours very truly,

person and an effort made to get a prompt agreement to go ahead with the job. Since payment may be made through a financing organization, this sales call will have to be made in the evening when the credit application form may be signed by both husband and wife.

While these latter details may follow a pattern already familiar to most contractors it should be remembered that the creation of conditions that make them practical is improved when the preliminary selling efforts are planned for the "golden" selling hours—the period between six and seven thirty in the evening—and on Monday, Tuesday, Wednesday and Thursday evenings.

Eaves Flashing Job

(Continued from Page 8)

backs up the roof. It may seep underneath the shingles, and if there is no flashing to withstand it, it may seep through to the inside of the house.

Sometimes it takes weeks till the homeowner recognizes something is amiss. Then he sees the unmistakable clues—plaster may crack, paint bubble, wallpaper stain and an electric circuit

When you call for COLOR . . . call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum . . . to match every building material on the market. COSTS LESS . . . because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.



FREE! CALBAR CAULK COLOR CHART

Ask your jobber today

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha St., Philadelphia 25, Pa.
Our 35th Year as the Nation's leading Caulk Line



MORE Prestige

For more than 44 years, AMERICAN ROOFER & SIDING CONTRACTOR, pioneer publication of this industry, has been its voice of authority . . . always in the forefront with every new development . . . always fighting for the industry's best interests . . . completely independent, with no axe to grind. Its readers are the cream of the crop of roofing and siding contractors. Its advertisers comprise a "Who's Who" of the industry. The confidence and loyalty enjoyed by "American Roofer" is reflected in the pulling power of its advertising pages.

AMERICAN ROOFER & SIDING CONTRACTOR

425 - 4th AVE., NEW YORK 16, N. Y.

Please enter my subscription to AMERICAN ROOFER at \$3.00 for one year. Bill me for this amount Enclosed is a check or money order.

My Name . . .

Company . . .

Position . . .

Address . . .

State . . .

City . . .

short.

Proper application of asphalt shingles requires that a flashing strip be installed. The flashing is made of asphalt roll roofing. Laid along the eaves under the shingles, it runs upward from the eaves at least a foot inside the inner edge of the wall.

As an added safeguard, many roofers install a metal drip edge along the eaves and rakes. Four inches wide, made of rust-proof metal, it is bent down over the edge, preventing water from entering the end of the roof deck.

The "Roofer's" Shady Deals Fleece Residents

Has anyone seen "The Roofer" lately? He's wanted by Police of Johnson City, N. Y. for having fleeced four aging village residents out of more than \$600 eight years ago.

He hasn't been seen since then. But that doesn't mean that he's been forgotten. Johnson City police still hold a warrant for his arrest. "The Roofer," as he was known, allegedly operated an illegal roofing and siding business. Police Chief Floyd A. Allen said the man used the name of Lynn A. Moore, while records show he also used such aliases as Lyn A. More, R. O. Williams, W. W. Wilson and Frank Henderson.

In 1946, posing as a representative of a nationally known insulating firm, Moore is believed by police to have duped four Johnson City residents into making down payments on contracted insulation improvements for their homes. After taking the money, he forgot about the work and left town, never to return.

Records show that since his disappearance from Johnson City, "The Roofer" has carried on the same type of business in Sioux City, Iowa; Denver, Colo.; and Pocatello, Idaho. "As far as we know, he's still out there," Chief Allen said recently. But his exact location is a mystery. However, the warrant which village police hold for him has nothing mystical about it. It has grand larceny written all over it.

4 Ways to Check

(Continued from Page 12)

the siding.

All these points can be easily checked without special training. Do this checking and you'll get your money's worth.

BERMECO

Lifts 12 to 15 tons of gravel an hour.

Performs 4 jobs efficiently.

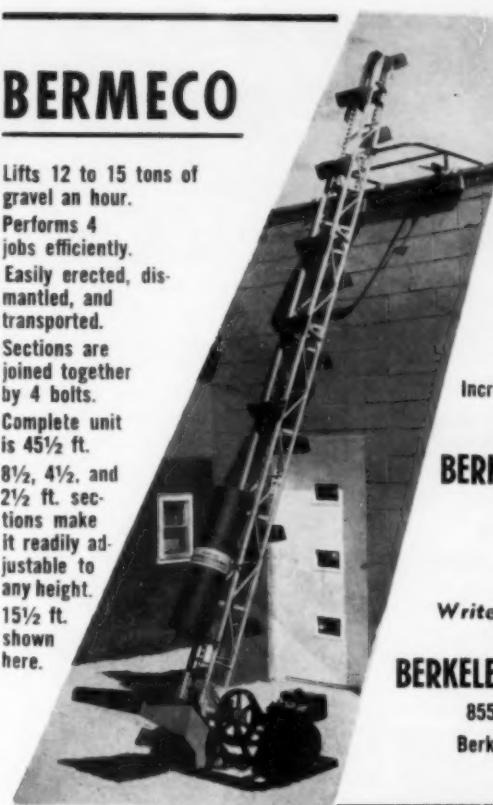
Easily erected, dismantled, and transported.

Sections are joined together by 4 bolts.

Complete unit is 45 1/2 ft.

8 1/2, 4 1/2, and 2 1/2 ft. sections make it readily adjustable to any height.

15 1/2 ft. shown here.



ELEVATOR

Increase your profits with a

BERMECO ELEVATOR.

Write for Illustrated Folder

BERKELEY METAL PRODUCTS

8550 Wabash Avenue
Berkeley 21, Missouri

R. MURPHY "Stay-Sharp"

Trademark

ROOFING KNIVES



No. 500 REPLACEABLE BLADE KNIFE,
Complete Blade Length 2 1/4", Wt. per doz.
3 3/4 lbs.



No. 504 BLADE,
Long Point



No. 501 HANDLE



No. 502 DRAW ROD



No. 503
THUMB NUT



No. 505 BLADE,
Standard Point



FULL LINE FIXED BLADE KNIVES

Famous for holding up under rough use — processed from the finest steel, hand honed to razor sharpness. For the cleanest, steadiest, easiest cutting roofing knife, get R. Murphy "Stay Sharp" Knives at your Roofing, Building Supply or Hardware store.

R. MURPHY CO.

Ayer, Massachusetts

PAT. NO. 2299480

TARZAN**ROOFERS' MOP**

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COS.
ATLANTA P. O. BOX 4056 GEORGIA

**This Boosey
ROOF DRAIN
has these
exclusive features!**



Boosey No. 1148 Roof Drain is designed to provide the best drain solution for every type of roof construction.

Exclusive features include raglet for flashing seal, heavy one-piece clamping flange, visible connections, and self cleaning bowl. Either metal flashings or roofing felt can be secured to sump without damaging either.

Send for the complete Boosey Catalog and Price List; it's the easy way to specify and order the exact roofing drainage specialty!

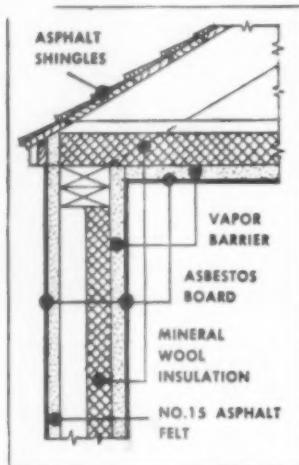
Norman Boosey Manufacturing Co.
General Sales Office
5281 Avery Avenue, Detroit 8, Michigan

BOOSEY

Kinks and Short Cuts

Insulation Can Be Applied Even When Walls Don't Have Studs

Barns and other farm buildings lacking inside wall studs can be insulated without difficulty. The mineral wool blankets are fastened to flat walls by nailing the insulation to furring strips, or the blankets may be attached with nails and washers, or nailing clips.



The same waterproofing quality explains why asphalt roll roofing is often laid on the ground beneath crawl spaces. The roofing prevents moisture from rising from the ground into the house, eliminating condensation.

Several common types of metal clips which stick to walls with the help of adhesive will hold the insulation blankets in place.

A vapor barrier of waterproof paper then should be nailed or clip-fastened over the mineral wool to prevent moisture condensation within the wall. Lower sections of walls can be protected by a wainscoting of wood or metal.

Stuff in Mineral Wool To Calk Wide Cracks

Wide cracks are a problem when calking. One solution is to stuff mineral wool filler into the crack, then shoot calking on top of it. This gives the calking something to hang on to.

Roofer Not to Blame For Condensation, Says Prof. Rowley

The homeowner with a condensation problem may have himself to blame, says Prof. Frank B. Rowley, director emeritus of the Engineering Experiment Station, University of Minnesota.

"He has accepted the benefits of his modern, weatherproof house, without learning to live in it," Rowley explains.

"Many years ago there was no such problem. Houses were bigger and more loosely constructed. Outside air seeped in and out, taking with it excessive moisture.

"Today's improved house leaves less room for error in matters of condensation. It is smaller. It is tighter — well calked, weatherstripped, insulated, and equipped with storm sash. Often it is basementless and frequently built over damp earth. Unvented modern household appliances such as washers, dryers and dishwashers generate a flood of water vapor."

Professor Rowley says that condensation problems are most likely to occur in winter. Water vapor, an invisible gas, will build up greater pressure indoors than the air pressure of the cold air outdoors.

This difference in pressure may become great enough to force the vapor through the walls, floors and ceilings towards the outside. If the outgoing vapor strikes a surface that is cold enough, the vapor will condense. Then trouble results.

One important step the homeowner can take to avoid this trouble is to keep the indoor vapor pressure from rising.

The windows are the tip-off. When they begin to cloud, the pressure is nearing a dangerous level. Because window glass has the coldest surface between the indoors and outdoors in winter, condensation will occur there first.

By cracking a window a few inches after the glass fogs, the vapor pressure can be lowered to safe levels in a matter of minutes. When the glass clears, the windows can be closed. The window is open for so short a time that the heat loss is negligible.

Condensation problems occur only when moisture gets into places in the house where it shouldn't be. Good building products, such as storm sash, calking, mineral wool insulation, paint and roofing properly installed, should not be blamed.

Nailing It Down

(Continued from Page 3)

serve as an example to other types of contractors, who might then be glad to tie in with the roofing and siding contractor in further work of the same nature.

Finally the effort may well result in a highly profitable sale to the roofing and siding contractor, once the public relations aspect of the job had been exhausted.

The emphasis on home improvement is beginning now. The alert contractor will be building dollars for the future if he gets on the bandwagon at the start.

Apprentice Training

(Continued from Page 11)

International Association, were announced. The second prize winner came from Savannah, C. E. Lancaster, who received his certificate for his skill in fabricating a complicated sheet metal layout and writing a brief about it. It was the first time anyone from Savannah had entered the national contest, and it is expected that in the future there will be many more prize winners from that city.

Buffalo Roof Rackets

(Continued from Page 12)

at special low prices so that the home may be used as a model for others to see. Bonuses and rebates often are promised, but they never materialize, Webber said.

The Bureau said in its monthly bulletin that in a few cases offenders have been sent to jail.

"For many years," the Bureau said, "we have called to the attention of responsible members of the building industry and government the presence of gross misrepresentation on the part of certain contractors and salesmen in the sale of siding, heating equipment and other home repair and improvement products and services.

"We pointed out how these 'bad boys' were fleecing the homeowners, diverting money away from the legitimate contractor and undermining public confidence in the building industry."

Glass Shortage

(Continued from Page 9)

investigation of the reasons why glass cannot be diverted by its manufacturers matters not to Nersica or those whose interests we represent. What we want

THE NEW Speed King FELT LAYER

"in a class by itself"



... and HERE'S WHY

- Bigger Valves (1 1/2")—Wider Axles, Greater Capacity—Lighter Weight.
- Instant finger-tip control of flow from "light" to "flood coating."
- Baffles between valves deliver hot uniformly even on pitched roofs.
- Revolutionary new valve design delivers material DIRECT TO MOP.
- Side Windshields permit use in high winds and prevent too-quick cooling.
- Insulated or non-insulated types.

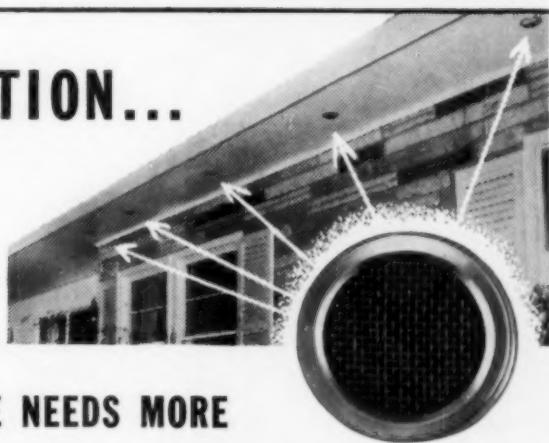
THE NEW SPEED KING FELT LAYER IS THE FINEST EVER PRODUCED. RUGGEDLY BUILT TO STAND THE GAFF IT STILL ELIMINATES ALL THE UNDESIRABLE TIME-CONSUMING FEATURES OF OLDER TYPES WHILE ADDING MANY IMPROVEMENTS. CHECK UP ON THIS TIME, MONEY AND EFFORT SAVER. CALL OR WRITE FOR DESCRIPTIVE LITERATURE TODAY.

Manufactured by:

CLEASBY-WITTIG CO., INC.

969 Treat Ave. Ph. Mission 8-3501 San Francisco, Calif.

VENTILATION...



EVERY HOME NEEDS MORE



Roofers . . . specify MIDGET LOUVERS in your roofing, siding, insulation and painting estimates . . . we know you will increase your sales!

Sold through leading jobbers . . . send for MIDGET LOUVER circular #10.

MIDGET LOUVER COMPANY

6 WALL STREET • NORWALK, CONNECTICUT

CANVAS GRAVEL CHUTES



MADE FROM NO. 1 DUCK
RIGID CONSTRUCTION
REINFORCED
WITH NYLON WEBBING,
HEAVY SNAPS
and RINGS.
12 FEET LONG
EXTENSIONS
12" DIAMETER
PRICE \$2.00
PER LINEAL FT.
TERMS NET 30
TO WELL RATED
CONCERN'S
F.O.B. OUR PLANT

AMERICAN
CANVAS CO.
210 COMMERCIAL ST.
BOSTON 13, MASS.
Tel.: LAFayette 3-0080

HYDE ROOFING KNIVES



NO. 10-2 POINT ROOFING KNIFE

Two cutting points on 2 in 1 heavy
duty knife blade; easy to remove.

Extra blades. No. 102 Blade for
No. 10 tough razor sharp steel.



NO. 3 ROOFING KNIFE

Super Hydex chrome vanadium
steel—short point.



NO. 1 ROOFING KNIFE

Low cost—short point round
stained handle.



MANUFACTURING CO.
SOUTHBRIDGE
MASS. U. S. A.

to know is the answer."

Continuing, Mr. Nichols wrote:

"Here are a few facts for you and your committee to consider in determining whether you desire to help this sick industry:

"1. Every manufacturer is under your requirement for number of employees indicating 'small business.'

"(a) Possibly a half dozen manufacturers employ more than 100 persons. The remainder range from 25 to 100, with an average of 50.

"(b) The five hundred manufacturers have an estimated 5,000 employees.

"2. The 25,000 contractors dependent on the manufacturers are really small businessmen. In fact, they are 'tiny' as you indicated in a speech before our 1952 Convention when you designated and addressed them as 'not small, but tiny.'

"(a) The contractors selling and installing combination storm windows and doors and jalousies have an average of 10 employees. Thus, a quarter of a million families are affected by lay-offs and stoppage of pay."

NERSICA Convention

(Continued from Page 9)
miques," and a "Self-Training Course."

Problems associated with Roof Decks will be the major discussion theme at this year's Built-Up Roofing Forum. Experts in many fields will give authoritative points of view. The Forum will be held from 10:00 A.M. to 12:30 P.M. on all three days of the show.

Associations whose members manufacture various types of roof decks will point out salient features of their type of deck. Participants will include the Perlite Institute, Metal Roof Deck Technical Institute, Gypsum Association, Vermiculite Institute, Insulation Board Institute, The National Lumber Manufacturers Association and the Portland Cement Association. The American Institute of Architects and a representative of the U.S. Bureau of Standards will participate in the Forum.

The registration fee for the Built-Up Roofing Forum is \$10. Every registrant will receive a completely illustrated transcript of the forum proceedings.

Use of Convention Hall in Atlantic City, N. J. marks a first in that the NERSICA Convention and Exposition has finally grown to such size that the Convention Hall is needed. About 300 booths will be used to display the wares

USE KOKOMO KORNERS

For Wood Shake Siding

Our metal corners for wood shingle shales will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.

Write For Descriptive Literature

BUGHER MANUFACTURING CO.
211 South Main Street, Kokomo, Ind.

JACK TAR

**ROOFERS
MOPS**
Economical
Long lasting

by

**CUPPLES COMPANY
Manufacturers**
St. Louis 2, Mo.

Next Month:

NERSICA Pre-Convention Issue:
Floor Plan—Names of Exhibitors—
Booth Numbers

**NERSICA's First Holiday
Convention!**

February 11th, 12th, 13th, 1956
At Convention Hall, Atlantic City,
New Jersey

**JANUARY, 1956 American Roofer
& Siding Contractor** Featuring:

- **Detailed Program Built-up Roofing Forum: Roof Decks**
- **Details of Jack Lacy Sales Clinic: Times, Places**
- **Complete Convention Program, Entertainment, Special Events**
- **Hotel & Train Reservation Information**

Don't Miss This Important Issue

**SUBSCRIBE NOW
\$3.00 A YEAR**

Write to:
**AMERICAN ROOFER & SIDING
CONTRACTOR**
425—4th Avenue
New York 16, N. Y.

of some 200 manufacturers.

After the successful inauguration last year of a division between roofing, siding, insulation, equipment and allied product displays and building specialities exhibits, the Convention Hall floor will be firmly divided between the two major groupings of products. For contractors whose field of activity largely includes roofing and siding this is a boon as it makes possible complete coverage of the booths under this heading without having to thread through a lot of displays which carry products of no interest to him.

NERSICA's originally announced headquarters hotel, the Shelburne, has been changed in favor of joint headquarters at the Ambassador and Ritz-Carlton hotels. Cause of the change, it was announced, was need of a larger number of rooms in a concentrated area. The new headquarters allow for 1200 rooms, with another 1000 rooms in the immediate boardwalk area.

Election of officers for the year, an annual feature of the Convention, will be held at a dinner meeting, reserved for members only, Sunday evening, February 12th.

Contractor Liability

(Continued from Page 5)
in its dealings with outsiders.

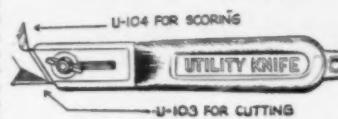
There can even be trouble with foremen, not only in their promises and commitments to customers with which everyone has had experience, but in other deals they may make. A Milwaukee man gave his foremen a lot of discretion in hiring and firing men in their crews. He would let each foreman pick his men and if the foreman didn't like one to fire him. The owner always backed the foreman up.

Late one summer when everyone was busy and there was enough work piled up so that it looked as though they would be out all winter every day when work could be done, and on a lot of days when it ought not to be done, the foreman hired a new helper. He told him that he could guarantee him a job all Fall and Winter, that it was a steady job, not just seasonal.

The man turned down another job and came to work. As often happens some jobs fell through, work slackened off and in a couple of months the boss laid off some men, including the new man. The fellow sued the contractor and won. He was justified in relying upon the foreman. The way that con-

A NEW COMBINATION

Matched for Perfection



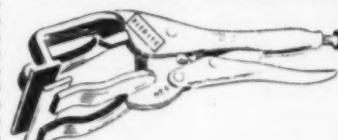
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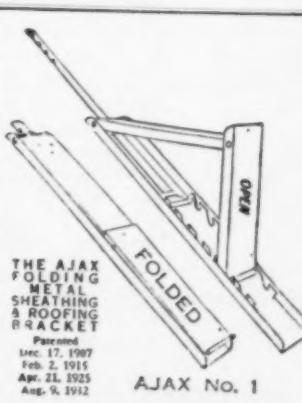
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tractor was organized his foremen were logical ones to hire and fire and no matter what they did the boss had to go along on footing the bills.

It is such legal decisions as these that are behind the red tape and forms the big outfits use. A large company clearly defines the authority of every man working for it. Of course the Army, the biggest outfit of them all, uses the most red tape. There is no question about who has authority to do what, there. There were a lot of gripes in the citizen army about "regulations" but no sergeant ever hired any new men who couldn't be fired and no second lieutenant ever committed the Army to buy equipment it didn't need without somebody's approval. Even with the red tape the Army manages to get its job done.

As soon as a business outgrows one boss the problem of authority exists. If a proper procedure is laid out then there never need be any of this kind of trouble.

The legal rule is that "an agent's authority is what may fairly be inferred

from the nature and scope of his employment." The public is justified in relying upon appearances. Therefore no owner should give anyone a title or job he doesn't think the man can handle.

Employees' Authority

Banks use a very effective method of giving a lot of people prestige without giving them any power. They call them all vice-presidents and outsiders don't know if they are important or not. Contractors are very different from banks but the idea of avoiding titles unless serious about them is sound.

Even more important is explicit instruction to minor executives and supervisory employees so they know exactly what they can do and can't do. The Chicago office manager thought he could buy scaffolding, the Wisconsin foreman thought he was acting in the best interest of the business. If each man understands how far he can go there need never be a legal problem involving commitments to purchase or to lure.

Cold Canvassing Gets Him Jobs

(Continued from Page 13)

really 'warms' up to the idea, it is relayed to the salesman who follows up the lead.

A chainlike sales reaction occurs whenever roofing, siding or insulation work is being done in a neighborhood. The canvassers take this opportunity to 'work' the neighborhood and refer to the home already having the job done. As a rule, it results in some added jobs, quite a number of patch or roofing repairs and prospects for future calls.

Advertising Spurs Sales

Canvassers are backed up by Glenside's consistent advertising campaign. Newspaper advertising draws a lot of calls; direct mail is sent out periodically to various neighborhoods; and the several telephone book lists are responsible for many more calls. Glenside has several display ads in the directory pages.

"Anytime we get leads in certain neighborhoods, they are passed on to the canvassers to make initial contracts," says Zibley. "Usually they pick up enough information from the initial contact to give them enough ideas on how to stress similar jobs to other re-

sidents in the same neighborhood. A good way of attracting and holding a prospect's attention, is by showing him before-and-after pictures of jobs that we have done. Everyone will take time out to look at pictures and these usually start the conversation rolling."

As service is considered the backbone of Glenside's business, customer service is rendered immediately. When a mechanic calls on a customer a short while after they have hung up the phone, it creates a lot of good-will and builds up the faith that this customer had in the firm. And Glenside has never lost money on any service call.

"We have set aside a service fund into which is deposited \$15 on every new roofing job that we handle," Zibley explains. "This service charge comes out of the job itself. If we should get a service call anytime during the guarantee period of the job, we just tap the fund for \$15 to cover the cost of the call. This reserve fund has accumulated during the years and we don't lose money on customer service."

As in other businesses, Glenside has been plagued by customers who are interested in discounts or price reductions. Glenside will not cut prices because they realize that it will harm

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**FREE LITERATURE
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ASKING — PAGE 20!**

their future business operations.

"We show our customers samples of the materials that are going to be used on their jobs and the brand names of the materials involved," Zipley relates. "They are told that the job is only as good as the materials involved, let alone experienced workmanship. The customer is told about our service-after-the-sale. He is also given a list of customers that salesmen keep handy, and he is asked to call any one listed and find out if they didn't get immediate service, even years after the job was completed.

Salesmen make customers understand that for the small difference involved, they are getting work by a reputable and reliable organization and that these jobs are practically life-time affairs. They therefore should only have the best and not allow a few dollars to stand in their way of getting the best. Customers see the truth of this situation and it helps to dispense with the price cutting ideas."

Bonus Given Salesmen

As a side-line activity, the firm handles combination doors and windows. While roofers are on the job, they may be able to interest the customer in these products and if a sale results, they get a \$10 bonus. In many cases, roofers have been able to sell additional work to a customer, such as siding or insulation, and they have been compensated likewise.

Several of Glenside's roofers have picked up additional bonus money each week by keeping this in mind while on a job. Many customers will listen to a mechanic sooner than they will a salesman, and it brings in added work. In some cases, the roofers will ask the customer about leads and this results in contacting neighbors, friends and relatives of the customer. The information is just passed along to the salesman who may either handle it himself or give it to the canvasser. It depends on how busy he is at the moment.

A similar service fund has been set aside for combination doors and windows with \$5 being placed in the account for each customer. To handle service, Glenside has assigned a full time roofer and another mechanic on doors and windows to make sure that calls are promptly answered.

Glenside has installed many new roofs on commercial establishments in the area, such as on the local theatre,



Books

Building Insulation. by Paul D. Closs, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler, Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham, 1,515 Pages, 2 Vols., \$27.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing, asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$6.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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bowling alley, college building and plants. Each time one of these jobs is completed, they advertise it in the local paper so that it impresses prospects with the idea that—If Its Good Enough For Them, Glenside Roofing Is Good Enough For Us!

The firm operates four of its own trucks and leases four from a local truck rental agency. This number can be increased or reduced as work requires and has been found to be a very economical method of operating extra trucks when needed.

Persistence Pays Off

The rented trucks have signs advertising Glenside painted on the panels. They are kept in proper condition by the rental agency. By using rented trucks, Glenside has been able to invest their capital in other phases of their operation. Their greater purchasing power has cut into the cost of materials purchased, and their advertising appropriation has increased.

"While rolling stock is an integral part of our business, it must be kept in operation if we are to enjoy the greatest return from our investment," says Zibley. "Our business has its 'ups-and-downs' like other operations. So when trucks aren't needed, we can cut down on the rented units. We have our permanent fleet because our work always keeps them rolling."

Zibley feels that the most important point in developing and creating a healthy and profitable roofing, siding and insulation business, is by sticking to it. The accumulation of previous jobs, concentrated advertising and word-of-mouth advertising and other factors all assist the roofer in building for the future. And the longer Glenside Roofing will be in the business, the greater will be its work volume.

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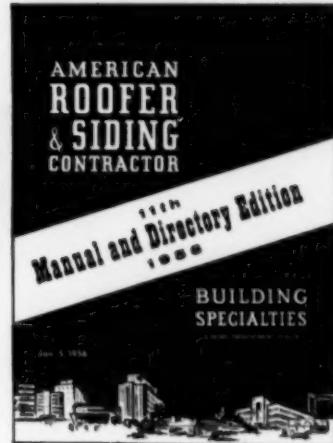
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